



MINUTES - MONTHLY BOARD MEETING

11 August 2021 / 4:00 PM

Via Zoom and In Person at La Jolla Riford Library, 7555 Draper Avenue

As allowed by special California and City Shelter-in-Place orders, La Jolla Village Merchants Association is holding its meeting both online and in person.

Meeting Name: La Jolla Village Merchants Association Monthly Meeting

Date/Time: August 11, 2021, at 4:00 PM Pacific Time (US and Canada). Online: Log in 15 minutes before meeting time to allowing for technical issues.

In Person Address – La Jolla Riford Library, 7555 Riford Avenue

Online Access: Join Meeting using Zoom ID 872 2752 0916

1. Meeting Format and Guidelines	Information	Jodi Rudick, Executive Director
a. Video/Audio Enabled by Host		

MONTHLY MEETING AGENDA¹

1.	Call to Order - Monthly Board Meeting.	Action	Cody Decker, President
2.	Roll Call - Amber Anderson, Morgan Barnes, Jo Cullen, Cody Decker, Andy Fotsch, Gabriela Guevara, Katey Longo, Summer Shoemaker, Lauren Turton, Jodi Rudick (Executive Director)	Action	Joelyn Cullen, Secretary
3.	Sponsor Welcome and Introduction <ul style="list-style-type: none"> LJVMA La Jolla Riford Library 	Information	Decker
4.	Approval of July Minutes <ul style="list-style-type: none"> Motion: Cody 2nd : Morgan 	Action	Cullen
5.	Non-Agenda Public Comments (limited to three minutes) <ul style="list-style-type: none"> Moira Reagan from the VFW doing a hike and inviting everyone on Sat and snacks....more like a stroll. \$25 fee Eric Fletcher – Night Vibe App – PB and La Jolla – check it out – see the chat for more information Amber Anderson – Herringbone and the street problems – Jodi gave her suggestions Elvia Voigt – just opened website: Signallajolla.com Steve w/CM LaCava – About how to help identify the homeless to help get service to them 	Information	Decker
6.	Financial Report <ul style="list-style-type: none"> July Financials: Amber update us and went over the financials- balanced Motion to approve: Amber 2nd: Katey Accept Agreement between MFJ Systems (Mary Joseph, Bookkeeper) and LJVMA. Motion to approve: Amber 2nd: Jo Cullen, Unanimous 	Action	Amber Anderson, Treasurer
7.	Organizational Excellence <ol style="list-style-type: none"> Review Election Status City BID Management Contract Signed. It is a 6-month contract rather than a one-year contract dependent upon BOD compliance. Board Compliance Update – Thanks to all board members who completed completing required training. Any documents still needing to be signed are here today. Please sign and turn in before leaving today’s meeting. 	Information	Jodi

	<ul style="list-style-type: none"> Jodi thanked all for serving on the boards and for everyone doing the trainings that everyone is expected to finish. The BID Management Contract has been signed. The ByLaw review went well – one thing we talked about the fact that you must be part of the BID to be on the boards. Lauren Johnston was working out of LAJ Sports Club – since LAJ SP Club is no longer in business Lauren gave her resignation. Open board nominations will go out in Sept <p>4) Accept resignation of Lauren Johnston. Appoint new BOD based on four self-nominations received. Reminder than anyone who filled a mid-year vacancy must re-run for their own seat this election cycle. Anyone who does not get appointed today is invited to notify us that they would like to run for a Board seat as the election process is getting underway.</p> <ol style="list-style-type: none"> Sherry Belanger, Belle Sirene Salon – not here today Nicole Perez, Bang and Olufsen – not here today Ben Roberts, Not Boring Entertainment (currently not in the area of business for being on this board) Karen Roque, Team Chodorow – spoke about herself and her involvement in the community and how she is excited to be involved with events. <p>Rather than appointing someone to the board who will need to run for their own seat next month, it was decided to keep the position open and have it filled during the normal election process. We will move this forward to the October elections. No action taken</p> <p>5) Cody also let everyone know that there are two seats open on Joint Committees as Brett Murphy is no longer a member of or active in the association. Brett holds a seat on both the PDO (Planned District Ordinance) Board and the La Jolla Coastal Access Board. We will thank Brett for his service and let him know that we will fill his seats with a qualified member of the association. Cody ask those interested to get in touch with himself or Jodi.</p>	Action	Decker
8.	<p>Economic Vitality and Merchant Development Report –</p> <ul style="list-style-type: none"> Parking Panel - Date of Community Parking Workshop scheduled via Zoom has been moved to September 29 due to respect for Yom Kippur holiday. Marketing has begun and will continue via all co-sponsors. Get all the community groups together to work together to hear from experts in parking. Not a time for us to just talk about our ideas. An opportunity for a good community get together – hopefully more to come. Business for Breakfast is Back – Thanks to Lauren Turton who will present a workshop and Ciao Ciao Piadina will sponsor breakfast. Date is October 5, 8:30 to 10:00 am. All Board members are expected to attend if possible. Lauren – hosting the first event at Ciao Ciao Piadina. Going into business strategies for the online space. Complimentary event. Jodi - Partnering with the Family Justice Center – no fee for this complimentary event we ask that you bring Halloween costumes, crafts,....etc for these kids. We are doing a costume drive all of September. Bill asked what age for the costumes. All ages nothing violent. Safe Spaces Initiative – Request from CM La Cava to Support Mayor’s Initiative to promote a welcoming, tolerant atmosphere for everyone of diverse background. Current initiative focuses on creating safe and welcoming experiences for Asian shoppers, diners and visitors. Presentation next month by Natasha Wong who serves on Mayor Gloria’s task force and educate and offer specific actions for merchants to take to be recognized as a “safe space for all.” This falls in line with Diversity Initiative. Action requested to support the initiative. Steve explained that merchants will be asked to put a small sticker in their window that lets people know that they are a “safe space.” If anyone feels threatened or unsafe – these merchants will be prepared to help make those people feel welcome. Natasha next month will come and give us information. Action: Motion: Cody 2nd: Summer Unanimous 	Information Information Action	Rudick Lauren Turton Steve Hadley, Council Office, District One

	This is a great inMoniative to be included in our commitment to diversity		
9.	<p>Design/Village Improvements–</p> <p>1. Enhance La Jolla and MAD Update – Report from Ed Witt – Working on hanging baskets, tree wells, working on both. Use our web page if you need help with anything</p>	Information	Enhance La Jolla
10.	<p>Promotions</p> <p>1) WOW! Market Update</p> <p>a) 7 Person Interview Panel including LJVMA Board Members (Lauren Turton, Karen Finerman, Summer Shoemaker; Interns Jennifer Rios and Kate McNaughton; Enhance La Jolla Chair, Ed Witt, Volunteer Bill Podway) unanimously chose Community Crops as Market Manager.</p> <p>b) Marketing Committee brainstormed market details and name has been selected with support from Vision La Jolla (CPA Subcommittee). Walk on Wall – WOW! Market will begin in October if all requirements (insurance, permits, etc) are met. Thursdays from 3 – 7 PM.</p> <p>c) Letters of Support requested from Wall Street merchants. One on one meetings to be completed with all Wall Street merchants.</p> <p>Andy spoke about his part Summer spoke about her view of the benefits for this market Jodi spoke about the market manager and about how the members of the board are interested in doing this</p> <p>d) Community Crops to complete permit application and layout.</p> <p>e) Insurance Quote requested from LJVMA insurance company</p> <p>f) Task Force is being formed and includes CPA representative (John Shannon), La Jolla Town Council representative (Ron Jones), Enhance La Jolla Representative (Ed Witt), Community Volunteer (Bill Podway), LJVMA Representatives (Summer Shoemaker, Karen Finerman, Morgan Barnes).</p> <p>g) Joint WOW! Market Task Force and Marketing Committee Meeting to be held at Cove House on Tuesday, August 24, 4:00 to 5:30 PM. Happy Hour Format! Join us to Market the Market!</p> <p>Anyone can be a part of this task force.</p> <p>h) Action Requested – Formally contract with Community Crops to Manage Wow! Market and move forward as outlined above. Authorize LJVMA Officer to negotiate and sign contract along with ED to expedite process.</p> <p>Notes from Discussion</p> <p>We were looking at an October start date – but have some concerns with COVID surges plus a winter start can be a challenge – so we may look at doing something in spring.</p> <p>Public comment: Michelle from the open air market. Feels like this is a threat to their market. Concerned that this will impact the merchants, parking, noise, competition.</p> <p>Jodi explained</p> <ul style="list-style-type: none"> Letters of support have been obtained by Peter Wagoner (Property Owner), Lifetime, Puesto/Marisi. Jodi she has set up a meeting with Erica Torri from Athenaeum tomorrow to make sure this works with your plans. The LJVMA has done extensive surveys to answer some of the concerns. 90% of the merchants were in favor of the WOW! Market. Michelle will be contacted to address any other specific concerns. Where do the merchants want the money to go if made by the Market? Most popular responses: Village Beautification, Promotion and events. <ul style="list-style-type: none"> Someone asked about looking at other streets. Andy Fotsch, Architect explained “From an urban design perspective Wall Street is a perfect street as it is in the heart of the village, close to hotels and main shopping areas and also allows for little disruption to traffic flow. Jodi – shared some of the Visitor Survey about what people are looking for to motivate them to go to La Jolla Village more often. Maybe we do a mini series (European Style Holiday market to try this and wait until sprint to launch ongoing weekly market. Ed Witt – suggests we do not refer this as a market or farmers market. It is more a street fair or event. 	Action	Rudick/Morgan Barnes, Vice President
		Action	Decker

	<ul style="list-style-type: none"> • Details of the market were clarified. Motion to move forward on WOW! Weekly Market and contract with Community Crops as event coordinator to operate and manage the event: Katey 2nd: Andy Unanimous <p>2) Halloween Happenings</p> <p>a) Halloween Costume Drive in Support of San Diego Family Justice Center. Seeking drop off spots. LJVMA Office will be a drop off spot. Volunteers?</p> <p>b) Pillage the Village – Request action to proceed with Halloween Costume Drive and Pillage the Village with or without REBA participation. Move date to October 29 (Friday) as Halloween is on Sunday. Move to move forward: Motion: Morgan 2nd: Lauren Unanimous</p> <p>More information to come. Lifetime interested in collecting costumes.</p> <p>3) Japhet Estrada: Update: Consulting Report on Marketing Research Project</p>		
11.	Adjourn Meeting – Next meeting format will be determined by current COVID standards. September 8, 2021.	Action	Decker



2021 Strategic Plan

in the time of COVID

Our Mission:

We bring business to La Jolla Village Merchants

Our Core Values:

LJVMA strives to be flexible, fluid, valuable and valued.

+

•

o

Part One Organizational Excellence

led by Brett Murphy, President

Membership

Increase attendance at monthly meetings (live or virtual), election process, committees

Increase Associate Memberships

- Promote to Bird Rock/La Jolla Shores
- Seek out home based businesses
- Banks

Liaisons to other La Jolla Community Groups

Appoint only members who are active in association

Review appointments annually

Increase Volunteerism

Student/Interns

Community Members

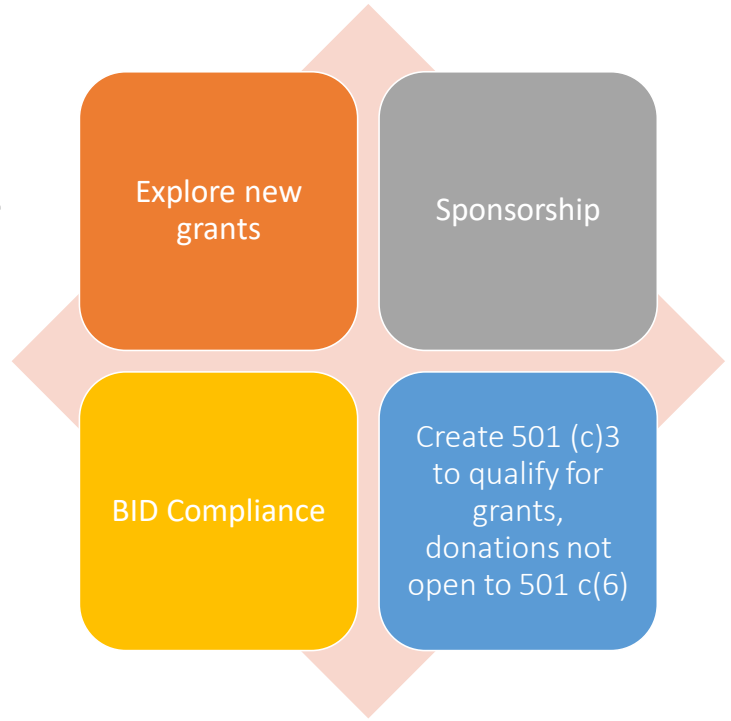
Professionalism

BOD Ethics Training

Consistent BOD onboarding process

Alternative Revenue Ways and Means

led by Amber Anderson, Treasurer



Specific Alternate Revenue Tactics

La Jollalty Gift Card Promotion

- Bonus Bucks
- Package Hotel, Meal, Retail

Virtual Events

- Online Silent Auction
- Priceless experiences (Classes/Intimate Gatherings with celebrity chefs, authors, photographers, designers, etc.)
- Quarterly Raffles for Holiday Events

Create and Sell La Jolla Branded items

- T-shirts
- Beach Towels
- Jigsaw Puzzle
- Produce Custom Books
 - Cookbook for La Jolla
 - Coloring Book

Part Two Merchant Education and Engagement

Education

- Business Breakfasts (Virtual)
- Promote Job Board
- Promote 3rd Party online education (“Don’t reinvent the wheel.”)
- Deliver Hands on Online Education
- Social Media
- Wellness for Merchants – Highlight Village Professionals
- Work-Life Balance
- Stress Reduction
- Nutrition
- Exercise and Movement
- Promote parks, beaches and trails

Networking with Added Value

- Guest Speakers
- How to Sessions (Social Media, Hosting Virtual Events, How to Increase Business, Fundraisers as a Marketing Tool, Marketing, Funding Resources, City Services)

Block Captains

- Continue Virtual Outreach Program to keep merchants informed and connected [during COVID CRISIS]
- Assist Merchants with COVID Orders
- Create New Business Welcome Packet

Increase Value and Participation of Monthly Membership Meetings by Merging with Merchant Engagement

Increase attendance

- Reward attendance and ongoing attendance
 - Raffle for free parking for all who attend
 - Attend three meetings in a row and get a prize
- Outreach to La Jolla Shores, Bird Rock
- Reward for bringing a new person to the meeting
- Treats for those who pre-register (coffee coupons, wine, chocolates, snacks)

Enhance Content and Format

- Theme each meeting
- Virtual Game Show (La Jolla Jeopardy, La Jolla Family Feud, Bingo)
- Virtual Happy Hour with the three merchant groups (et al) quarterly to get an update and work smarter together – not harder.
- Post meeting meditation, chair yoga, etc.
- Community Networking – Make time for introductions
 - Business Spotlight each month
 - Community Spotlight each month (Showcase a La Jolla Community Group each month allowing them to share for 5 minutes)
- Interactive Icebreaker Question each meeting (One thing I love about the Village, one thing I would change, the best idea I’ve seen in other Shopping Areas, best marketing idea I’ve tried lately) this time

Part Three: Design and Ambience Ideas

<p>Storefront/Window Display Improvements</p> <ul style="list-style-type: none"> • Create Friendly Competitions with Prizes • Best looking Block Competition • Window Decorating Contests (Holidays and Beyond) • Help with window design and merchandising (Window Design Mentors) 	<p>La Jolla, MAD, City Resources and Get-it-Done App to all</p> <ul style="list-style-type: none"> • Connect with organizations working on Streetscapes • Pocket Park 	<p>Promotional Use of PROW</p> <ul style="list-style-type: none"> • Sidewalk Sales • Sidewalk Cafes • Parklets • Street Closures • Public Art <ul style="list-style-type: none"> • Seal Installations • Explore other public art • Capitalize on Murals • Photo Stops (IG worthy backgrounds, window displays, etc) 	<p>Wayfinding</p> <ul style="list-style-type: none"> • Touch Directory in the Village • Wayfinding Blade Signs 	<p>Lighting</p> <ul style="list-style-type: none"> • Explore additional holiday lights • Improve lighting overall 	<p>Sound Design - Music throughout the village</p> <ul style="list-style-type: none"> • When allowed - Live pop-up performances, encourage buskers • Recorded music
--	--	--	---	--	--

Part Four - Marketing and Events – Big Ideas

<p>Highlight Current Marketing Magnets</p> <ul style="list-style-type: none"> • Leverage our most popular attractions (Seals, Sea Lions, Scenery) • Implement strategies to move people from the Cove to the Village 	<p>Charitable Partnering</p> <ul style="list-style-type: none"> • Partner with Local nonprofits • La Jollalty Card Fundraisers 	<p>Advance Social Media</p> <ul style="list-style-type: none"> • Use virtual events (scavenger hunts, contests, etc.) to increase social media engagement. • Add New Blog Features (Meet the Merchant, Merchants Doing Good) • Shift Event Calendar from Live to Virtual Events • Promote #mylajolla • Paid boosts for Facebook events • Social sharing links in all media newsletter • Explore Google products 	<p>Update La Jolla Village Map in Conjunction with Wayfinding</p> <ul style="list-style-type: none"> • Align with overall Wayfinding Plan • Widen distribution (hotels, concierge, park rangers, association, etc.)
---	---	---	--

Specific Marketing & Events Tactics

On Site Marketing

- Selfie Stations in Peak Walking Areas Encourage People to tag and bring more business to the community
- Directory/Bulletin Boards outside or inside of stores to cross promote fellow merchants
- COVE Marketing
 - Coupons
 - Gifts
 - Shuttle Rides

COVID Friendly Events

- Self Guided Walking Tours (Connect with Historic Society)
- Small Business Day(s) (Buy a Bag, Get a Discount at participating stores/restaurants)
- Virtual Ribbon Cuttings (when stay-in-place order lifts; Huge Ribbon Cutting to celebrate all business which opened during COVID)
- On-line Cooking Classes
- Behind the Scenes Tours of Iconic Places (La Valencia, Grand Colonial,

Natural Resources are Natural Attractions

- Seals/Sea Lions
- Cormorants
- Collaborate
 - Galleries (Nat Geo/Mangelson/Peter Lk)
 - Environmental Groups
 - Photographers

Create/Sponsor Groups to tie into Special Interest

- Meet-up
- Social groups
- Photography
- Environmental
- Open Water Swimmers
- Foodies
- Happy Hours
- Singles
- Moms

Gift Card Program

- Bonus Bucks
- Model after successful programs

Strategic Video Marketing with Ben Roberts

- Visual Local Shopping Guide for Specific Interests
 - Families/Kids
 - Pet Lovers
 - Romantics
 - Girls Day Out
 - Foodies
 - Retail Therapy
 - Fitness

Merchant Cross promotion and collaborations

- Trade Gift Cards
- Buy this from us, get that from another merchants



2020-2021 Strategic Plan Initiatives (Modified June 2020)

Our Mission: We bring business to La Jolla Village (Merchants)

Note: COVID-19 Driven Initiatives in RED | ☒ Indicates completed

Main Street America's Four Planning Tenets				
1. ORGANIZATION	2. ECONOMIC VITALITY	3. DESIGN	4a. PROMOTION (Events)	4b. PROMOTION (Marketing & Publicity)
<p>COVID-19 Crisis Management</p> <ul style="list-style-type: none"> ☒ Use media assets to connect merchants to resources, funding opportunities, programs, ☒ Promote needs of all merchants to elected officials during budget and decision-making process ☐ Create 501 (c)3 to qualify for grants, donations not open to 501 c(6) ☒ Adjust meeting format until in person meetings can be resumed. ☒ Bring on Policy Intern to navigate changes. ☐ Prepare draft 2021-22 Budget based on 30% Decrease in BID Revenue <p>Professionalism</p> <ul style="list-style-type: none"> ☒ BOD Ethics Training ☐ Consistent BOD onboarding process <p>Membership</p> <ul style="list-style-type: none"> ☒ Increase attendance at monthly meetings (live or virtual), election process, committees ☐ Associate Membership - Actively promote Category (Bird Rock/La Jolla Shores) <p>Ways and Means</p> <ul style="list-style-type: none"> ☐ Explore new grants ☒ Sponsorship ☒ BID Compliance <p>Decrease staff costs using volunteers</p> <ul style="list-style-type: none"> ☒ Student/Interns ☒ Community Members <p>Liaisons to other La Jolla Community Groups</p> <ul style="list-style-type: none"> ☒ Appoint only members who are active in association ☒ Review appointments annually <p>Diversity and Inclusion</p> <ul style="list-style-type: none"> ☒ Create Task Force and Initiatives 	<p>Merchant Education</p> <ul style="list-style-type: none"> ☒ Business Breakfasts (Profitable Partnerships) ☒ Diversity Education ☒ Create Job Board on Website to further reach to diverse candidates ☒ Online Education ☒ Promote 3rd Party online education ("Don't reinvent the wheel.") ☒ Develop Webinar Education specific to La Jolla Village merchant needs <ul style="list-style-type: none"> ○ The Big Pivot ○ Social Media ○ Re-opening Safely <p>Block Captains</p> <ul style="list-style-type: none"> ☒ Create Virtual Outreach Program to keep merchants informed and connected during COVID CRISIS ☒ Choose Chair ☒ Assist Merchants with COVID Orders ☐ Create New Business Welcome Packet <p>Real Estate Relationships</p> <ul style="list-style-type: none"> ☒ Develop relationship with property owners, commercial real estate brokers. <p>Traffic and Parking</p> <ul style="list-style-type: none"> ☒ Continue work with parking consultant. ☒ Draft Parking Communication/Wayfinding Program 	<p>Social Distancing</p> <ul style="list-style-type: none"> ☒ Assist with Soft Streets City Plan for Street Closure ☒ Communicate Design Ideas to assist with social distancing. <p>Leverage Seals</p> <ul style="list-style-type: none"> • Create Seals on Parade Public Art project <p>Draft Place-Making/Signage</p> <ul style="list-style-type: none"> ☒ Cove ☒ Directory ☒ Parking Signage ☒ Pedestrian Signs <p>Year-Round Ambience</p> <ul style="list-style-type: none"> ☒ Ongoing relationship with MAD ☒ Promote Store-front maintenance of PROW/private owned planters, etc. ☐ Music through the village ☐ Determine future of Holiday Décor and lightline 	<p>Adjust to COVID Shutdown Orders. Shift to Virtual Events</p> <p>If Allowed:</p> <p>Duplicate successful events</p> <ul style="list-style-type: none"> • Pillage the Village • Taste of SoVillie (Fay/Pearl/La Jolla Blvd?) <p>Enjoya La Jolla- Earlier time 12-3</p> <ul style="list-style-type: none"> ☒ Family/Children's Activities ☒ Get more services involved ☒ Get merchants involved outside the Village Center (Create Highlighted Zones, ie Fitness of Fay, Upper Girard Design District, Happenings on Hershel, ☒ Secure sponsors <p>Fireworks (4th of July or New Year's?)</p> <ul style="list-style-type: none"> ☒ Pre event dining/shopping event ☒ VIP Event (Fundraiser?) <p>Standardize 3rd Party Event MOU</p> <ul style="list-style-type: none"> ☒ Invite to partnerships with LJVMA ☒ Link Merchants to Available 3rd Party Events. (if allowed) 	<p>Highlight Current Marketing Magnets</p> <ul style="list-style-type: none"> ☐ Leverage our most popular attractions (Seals, Sea Lions, Scenery) ☐ Implement strategies to move people from the Cove to the Village <p>Charitable Partnering</p> <ul style="list-style-type: none"> ☒ Partner with Local nonprofit <ul style="list-style-type: none"> ○ La Jollalty Card Fundraisers <p>Advance Social Media</p> <ul style="list-style-type: none"> ☒ Add New Blog Features (Meet the Merchant, Merchants Doing Good) ☒ Shift Event Calendar from Live to Virtual Events ☒ Promote #mylajolla ☒ Paid boosts for Facebook events ☒ Social sharing links in all media newsletter ☒ Explore Google products <p>Update La Jolla Village Map</p> <ul style="list-style-type: none"> ☐ Align with overall Wayfinding Plan ☐ Widen distribution (hotels, concierge, park rangers, association, etc.) <p>Co-op advertising (based on COVID reopening)</p> <ul style="list-style-type: none"> ☐ Tourism publications ☐ La Jollalty/Enjoya ☐ Explore radio ☐ PR consistency ☐ Intern Project ☐ Media alerts ☐ Feature Story pitching <p>La Jollalty Card/Fresh Air Business</p> <ul style="list-style-type: none"> ☒ Marketing Plan ☐ Increase Merchant Engagement